EXM Insight Limited: Cookie Policy

INFORMATION ABOUT OUR USE OF COOKIES FOR VISITORS TO OUR WEBSITE

Our website uses cookies to distinguish you from other visitors to our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website and software. They include, for example, cookies that enable you to log into secure areas of our website and software.

- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

When you browse on our website these are the cookies that are set in your browser

Cookie Name	Purpose	More information
_hstc	The main cookie for tracking visitors. It contains the domain, utk (see below), initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session) *(Expires: 2 years)*	EXM's website is hosted on HubSpot, you can view a list of cookies set in a visitor's browser here
Hubspotutk	This cookie is used for to keep track of a visitor's identity. This cookie is passed to HubSpot on form submission and used when de-duplicating contacts *(Expires: 10 years)*	
__hssc	This cookie keeps track of sessions. This is used to determine if we should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp *(Expires: 30 min)*	
__hssrc	Whenever HubSpot changes the session cookie, this cookie is also set. We set it to 1 and use it to determine if the user has restarted their browser. If this cookie does not exist when we manage cookies, we assume it is a new session *(Expires: None. Session cookie)*	

__hs_opt_out	This cookie is used by the opt-in privacy policy to remember not to ask the user to accept cookies again. This cookie is set when you give users the choice to opt out of cookies *(Expires: 2 years)*	
__hs_do_not_track	This cookie can be set to prevent the tracking code from sending any information to HubSpot. Setting this cookie is different from opting out of cookies, which still allows anonymized information to be sent to HubSpot *(Expires: 2 years)*	
__hs_testcookie	This cookie is used to test whether the visitor has support for cookies enabled *(Expires: Session cookie)*	
hsPagesViewedThisSession	This cookie is used to keep track of page views in a session *(Expires: Session cookie)*	

INFORMATION ABOUT OUR USE OF COOKIES FOR USERS OF OUR SOFTWARE

Our software uses cookies to distinguish you from other users of our software. This helps us to provide you with a good experience when you use our software and also allows us to improve our software. By continuing to use our software, you are agreeing to our use of cookies.

When you login to use our software these are the cookies that are set in your browser

Cookie Name	Purpose	More information
JSESSIONID	Stores the ID of the session opened in EXM's application server to attend requests fired by the user. *(Expires: Session Cookie)*	
JOSSO_SESSIONID	Stores the ID of the session with the authentication server *(Expires: Session Cookie)*	This cookie will no longer be created once EXM's new authentication layer is released (June 2018)
https%3A%2F%2Fapp.exm.cloud%2Fcom.etask.etaskweb.ETaskWeb%2Ftheme	Stores the visual theme used to render the application to the user. *(Expires: Session Cookie)*	
id_token	Stores the JWT that holds user's credentials once authenticated *(Expires: 10 hours)*	
access_token	Stores the JWT client applications use to get access to EXM's API services. *(Expires: 10 hours)*	
expires_at	Stores the expiration date for the user in the authentication server *(Expires: 10 hours)*	
m.etask.username	Stores the username *(Expires: Session Cookie)*	Created only when accessing the mobile version of EXM

Please note that third parties (including, for example providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.